UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/001,298	10/19/2001	Peter T. Barrett	14531.103	2485

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WORKMAN NYDEGGER/MICROSOFT
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UT 84111

EXAMINER
KOENIG, ANDREW Y

ART UNIT	PAPER NUMBER
2623	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

PTOL-90A (Rev. 04/07)

	Application No.	Applicant(s)
Office Action Summary	10/001,298	BARRETT, PETER T.
	Examiner	Art Unit	
	Andrew Y. Koenig	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>04 October 2007</u>.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-25 and 28-30</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-25 and 28-30</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

        1.☐ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____.

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date <u>10/26/07</u>.

4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1.   A request for continued examination under 37 CFR 1.114, including the fee set

forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this

application is eligible for continued examination under 37 CFR 1.114, and the fee set

forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action

has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 04

October 2007 has been entered.

Response to Arguments

2.   Applicant's arguments with respect to claims 1-25 and 28-30 have been

considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

4.   Claims 1-4, 12, 13, 15, 16, 18, 21-25, and 28-29 are rejected under 35 U.S.C.

103(a) as being unpatentable over Alexander (US 6,177,931) in view of Eldering

(2002/0026638).

Considering claims 1 and 25, Alexander discloses a method using a computer readable medium, the method comprising: In a video receiver (television receiver, cable box) that is coupled to a display device (10 of figure 1), the video receiver configured to locally receive a stream that includes a plurality of video segments (see figures 1 and 3), a method of locally processing remotely issued instructions contained in the stream so that the video receiver can be used for targeting the plurality of video segments based on local information accessible to the video receiver and based on the remotely issued instructions (col. 33, lines 26-65), the method comprising the following:

locally monitoring state and user behavior characteristics associated with the video receiver (col. 33, lines 26-65);

locally storing the characteristics only at the video receiver (information of the last program the user was watching is stored in the EPG database of the video receiver—col. 33, lines 58-62);

locally receiving primary content at the video receiver (telecast of a television program);

locally receiving at the video receiver a plurality of video segment from the stream (see figures 1 and 3);

locally receiving at the video receiver remotely issued executable instructions from the stream, the remotely issued executable instructions configured to cause the video receiver to select a particular video segment from among the plurality of video segments based on the locally stored characteristics when the remotely issued

executable instructions are locally processed by a processor at the video receiver (col. 32, lines 23-54 and col. 33, lines 26-65);

locally processing the remotely issued executable instructions using the locally stored characteristics to cause the video receiver to select the particular video segment (col. 32, lines 23-54 and col. 33, lines 26-65);

causing the primary content (video for last channel viewed) to be displayed on the display device in a first window on the display device (the primary content is displayed in a first window 12 of the display device 10 of figure 1 on the display device); and

causing the selected particular video segment (tailored advertisements—program related advertisement messages and virtual channel ads) to be displayed in a second window (AD windows 14 and/or 16) on the display device and simultaneously with the primary content (see figures 1 and 3, col. 32, lines 23-54 and col. 33, lines 26-65).

Alexander is silent on including characteristics identifying which video segments have been displayed within a preceding period of time, and wherein selection of a particular segment is based on a determination that the particular segment has not already been displayed within a preceding period of time. In analogous art, Eldering teaches ads being shown a certain number of times interleaved with other ads, with the ads being counted every time the EPG is newly turned on (pg. 6, para. 0074). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander by including characteristics identifying which video segments have been displayed within a preceding period of time, and wherein

selection of a particular segment is based on a determination that the particular

segment has not already been displayed within a preceding period of time as taught by

Eldering in order to present different content to the user each time, thereby effectively

targeting content without saturating the viewer.

As to claim 2, Alexander discloses

processing the executable instructions to cause the video receiver to select the

video segment comprises processing the executable instructions to cause the video

receiver to select a video advertisement (col. 32, lines 23-54 and col. 33, lines 26-65).

Considering claim 3, Alexander discloses causing the primary content to be

displayed on the display device in accordance with a selection made by a viewer of the

primary content (a viewer changes the channel to view a certain television program

other than the one currently displayed—column 28, lines 30-52).

As to claim 4, Alexander further discloses displaying material outside of the

second window (see information box 24 in figures 1 and 3).

Considering claim 5, Alexander discloses displaying material outside of the

window comprises displaying television programming outside of the second window (the

primary content is displayed in a first window 12 of the display device 10 of figure 1,

which is outside of the second window. In addition program listings 22 of fig. 1 are

effectively "television programming" outside of the second window).

With regards to claims 12, Alexander discloses caching the plurality of video

segments as they are received (data that is received at any point in time is effectively

cached—col. 32, lines 23-54 and col. 33, lines 26-65).

Regarding claim 13, Alexander discloses releasing the cache memory associate

with a particular video segment if the video receiver determines that the particular video

segment is not to be displayed (since memory has finite space, video segment that are

not used are effectively removed at some point—col. 32, lines 23-54 and col. 33, lines

26-65).

Considering claim 15, Alexander discloses receiving a plurality of video

segments from the video stream comprises:

receiving the plurality of video segments from a plurality of video streams

(television programs and advertisements from head-ends); and

switching (by utilizing a change channel command) display between the plurality of

video streams based on the executable instructions (col. 32, line 23 – col 33, line

65).

As to claim 16, Alexander discloses that the video stream is a unidirectional video stream (video is being sent downstream, and not upstream—col. 32, line 23 – col. 33, line 65).

With regards to claim 18, Alexander discloses that the locally stored characteristics include historical information about channels tuned to (information of the last program the user was watching is stored in the EPG database of the video receiver—col. 33, lines 58-62).

Regarding claim 21, Alexander discloses that the locally stored information includes historical information about advertisements displayed (col. 26, line 61 – col. 27, line 7).

Considering claim 22, Alexander discloses that the historical information about advertisements displayed comprises an identifier identifying at least some of the advertisements previously displayed (col. 28, lines 30-52).

As to claim 23, Alexander discloses that the historical information about advertisements displayed comprises a time that the corresponding advertisement was last displayed (col. 28, lines 30-52).

With regards to claim 24, Alexander discloses that the video receiver locally stores the characteristics without revealing the characteristics outside of the video receiver (met as discussed in claim 1).

Considering claim 28, Alexander discloses that the locally received data includes a list of video segments and a schedule of particular times video segments are to be displayed (see figures 1 and 3).

Regarding claim 29, Alexander is silent on identifying web sites not previously navigated. Official Notice is taken that targeting new content to viewers such as web sites is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander by identifying web sites not previously navigated in order to suggest and recommend new content to the user.

5.   Claims 6 and 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Alexander (US 6,177,931) and Eldering (2002/0026638) in view of Knudson (US 2005/0216936).

Regarding claim 6, Knudson discloses displaying material outside of the window comprises displaying network resources outside of the second window (applicant

defines network as Web pages "network resources such as Web pages". Knudson

discloses users ordering information, products, or services through the Internet [0049]).

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to include displaying network resources

outside of the second window, as taught by Knudson, for the benefit of providing

additional display features to the user.

Considering claim 7, it is met by the combination of Alexander and Knudson. In

particular, Knudson discloses displaying material outside of the window comprises

displaying Web content outside of the second window (see claim 6).

6.   Claims 8 – 11 are rejected under 35 U.S.C. § 103(a) as being unpatentable over

Alexander (US 6,177,931) and Eldering (2002/0026638) in view of Ching et al. (US

2001/0003184).

As to claim 8, Alexander fails to explicitly disclose causing a still picture to be

displayed on the display device when the video segment is not being displayed on the

display device.

In analogous art, Ching discloses causing a still picture to be displayed on the

display device when the video segment is not being displayed on the display device

[0128].

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to include causing a still picture to be

displayed on the display device when the video segment is not being displayed on the

display device, as taught by Ching, for the benefit of enabling the user to view an

advertisement while waiting for a video stream (Ching—[0128]).

With regards to claim 9, it is met by the combination of Alexander and Ching. In

particular, Ching discloses receiving the still picture from the stream (Ching—[0128]).

Regarding claim 10, it is met by the combination of Alexander and Ching. In

particular, Ching discloses causing a still picture to be displayed on the display device in

the window when the video segment is not being displayed on the display device

comprises causing a banner advertisement to be displayed on the display device in the

window when the video segment is not being displayed on the display device (Ching—

[0128]).

Considering claim 11, although the Alexander in view of Ching does not

specifically disclose that the executable instructions are first executable instructions,

wherein the method further comprising: receiving second executable instructions from

the video stream, the second executable instructions configured to cause the video

receiver to select the still picture from among a plurality of still pictures based on the

locally stored characteristics when the second executable instructions are processed by

a processor; processing the second executable instructions to cause the video receiver to select the still picture, the examiner takes Official Notice that it is notoriously well known in the art to utilize targeted still pictures based on user characteristics.

These concepts are well known in the art and do not constitute a patentably distinct limitation, per se [MP.E.P. 2144.03].

Therefore, it would have clearly been obvious to one of ordinary skill in the art to modify Alexander to include the use targeted still based pictures based on user characteristics, as taught by Ching, for the benefit of providing a more desirable and effective still pictures for both the user and marketing entity.

7.   Claim 14 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander (US 6,177,931) and Eldering (2002/0026638) in view of Flickinger et al. (US 2005/0210502).

As to claim 14, Alexander fails to explicitly disclose causing the video segment to be displayed on the display device comprises: causing the video segment to be displayed as the video segment is being received from the video receiver, wherein the executable instructions contain a trigger that coordinates a start of display of the video segment with a time that the video segment is received by the video receiver.

In analogous art, Flickinger discloses causing the video segment to be displayed on the display device comprises: causing the video segment to be displayed as the video segment is being received from the video receiver, wherein the executable

instructions contain a trigger that coordinates a start of display of the video segment

with a time that the video segment is received by the video receiver (Streaming media;

there exists instructions which trigger or cue the 'start of display' of the streaming media.

Since the media segments cannot be displayed before they are received, the 'start of

display' is effectively 'coordinated' to display after receiving the segment [0062]; [0075]).

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to include triggers within the executable

instructions that coordinate the start of display of the video segment, as taught by

Flickinger, for the benefit of enabling the viewer to view the video before it is fully

downloaded, as an advantage to systems with low or medium width channels

(Flickinger—[0062]).

8.   Claim 17 is rejected under 35 U.S.C. § 103(a) as being unpatentable over

Alexander (US 6,177,931) and Eldering (2002/0026638) in view of Thomas et al. (US

2005/0251824).

As to claim 17, Alexander fails to explicitly disclose the locally stored

characteristics include channel subscription information.

In analogous art, Thomas discloses the locally stored characteristics include

channel subscription information (since 'each user may set up a profile with a different

set of favorite channels,' favorite channels, to which the user is subscribed to is

effectively stored as well [0072]).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to include channel subscription information, as taught by Thomas, for the benefit of facilitating the delivery of targeted content by providing an additional criteria (Thomas—[0069]).

9.   Claims 19 and 20 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander (US 6,177,931) in view of Ohkura et al. (6347400).

As to claim 19, Alexander fails to explicitly disclose the locally stored information includes historical information about pay per view purchases.

In analogous art, Ohkura discloses that the locally stored information includes historical information about pay per view purchases ([11, 60] to [12, 5]; [14, 66] to [15,2]).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to include historical information about pay per view purchases in the locally stored information, as taught by Ohkura, for the benefit of facilitating the delivery of targeted content by providing an additional criteria.

As to claim 20, Ohkura discloses the historical information about pay per view purchases includes the identification of the last pay per view purchase ([11, 60] to [12, 5]; [14, 66] to [15,2]).

7.   Claim 30 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander (US 6,177,931) and Eldering (2002/0026638) in view of Knudson et al. (US 7,069,576)
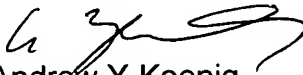
As to claim 30, Alexander is silent on the stored characteristics further identify channels that a user of the video receiver is subscribed to receive and wherein the selection of the particular video segment is further based on at least a determination that the user of the video receiver is not already subscribed to receive a particular channel. Knudson teaches identifying programs from a package and providing opportunities to purchase the package (abstract, fig. 7), as such Knudson teaches identifying channels that a user of the video receiver is subscribed to receive and wherein the selection of the particular video segment is further based on at least a determination that the user of the video receiver is not already subscribed to receive a particular channel. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander by identify channels that a user of the video receiver is subscribed to receive and wherein the selection of the particular video segment is further based on at least a determination that the user of the video receiver is not already subscribed to receive a particular channel as taught by Knudson in order to target content to different packages thereby simplifying the ordering of packages.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Y. Koenig whose telephone number is (571) 272-7296. The examiner can normally be reached on M-Fr (8:30 - 5:00).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571)272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Andrew Y Koenig
Primary Examiner
Art Unit 2623

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